

Thompson Kevin Barry  
Form 4  
December 06, 2012

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Thompson Kevin Barry

(Last) (First) (Middle)

C/O VERISK ANALYTICS,  
INC., 545 WASHINGTON  
BOULEVARD

(Street)

JERSEY CITY, NJ 07310

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
Verisk Analytics, Inc. [VRSK]

3. Date of Earliest Transaction  
(Month/Day/Year)  
12/04/2012

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)  
SVP - Insurance Services

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount	Price	
Class A Common Stock	12/04/2012		M		85,000	A \$ 8.74 111,158	D
Class A Common Stock	12/04/2012		M		72,450	A \$ 11.3 183,608	D
Class A Common Stock	12/04/2012		S		157,450	D \$ 48.58 26,158	D
Class A Common Stock	12/05/2012		M		17,550	A \$ 11.3 43,708	D

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Common Stock								
Class A Common Stock	12/05/2012		M	33,250	A	\$ 15.1	76,958	D
Class A Common Stock	12/05/2012		S	50,800	D	\$ <u>(2)</u> 48.87	26,158	D
Class A Common Stock	12/06/2012		M	56,750	A	\$ 15.1	82,908	D
Class A Common Stock	12/06/2012		M	100,000	A	\$ 17.24	182,908	D
Class A Common Stock	12/06/2012		M	93,750	A	\$ 16.1	276,658	D
Class A Common Stock	12/06/2012		S	250,500	D	\$ <u>(3)</u> 49.03	26,158	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option <u>(4)</u>	\$ 8.74	12/04/2012		M	85,000	<u>(5)</u>	03/01/2015	Class A Common Stock	85,000
Stock Option <u>(4)</u>	\$ 11.3	12/04/2012		M	72,450	<u>(5)</u>	03/01/2016	Class A Common Stock	72,450
	\$ 11.3	12/05/2012		M	17,550	<u>(5)</u>	03/01/2016		17,550



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(5) Immediately.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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